

## Hickory Public Library Advisory Board

A meeting of the Hickory Public Library Advisory Board was held on Thursday, August 13, 2009 at 11:30 a.m. at the Patrick Beaver Memorial Library.

The following members were present: Judy Ivester, Bill Brooks, Juanita Dula, Libby Meisner, Charles Jeffers, Ridgeview Friends President Agnes Wright

Absent: Chris Peterson, Kathy Ivey, Sarah Carter, Gary Eklund, and Friends President Mary Ann Crane

A quorum was present.

Others present: Alderwoman Jill Patton, Hickory Public Library Director Mary Sizemore, and Minutes Clerk Patty Williams

I. Call to order

II. Approval of minutes

Mrs. Meisner moved, seconded by Mrs. Dula to approve the minutes of the May, 2009 meeting. The motion carried unanimously.

Dr. Brooks moved, seconded by Mr. Jeffers to approve the minutes of June 11, 2009. The motion carried unanimously.

III. Special Report from 2009 American Library Association Annual Conference

Tamara Kraus, Outreach Coordinator—Ms. Kraus said she appreciated the opportunity to attend the ALA Annual Conference because it was an incredible learning experience. She described the following workshops about outreach to older adults which she attended:

- **A Dialogue with the Aging Network and the Aging Community: The New ALA Guidelines on Library and Information Services to Older Adults** which included—demographics of older Americans, grant opportunities and examples for older adult programs, employment programs for older and disabled adults, art programs for older adults, partnership with nutrition services, and ALA tools and publications.
- **Gaming in Libraries**—although this workshop was geared towards youth services librarians, it gave her ideas for using gaming technology with older adult, family, and intergenerational programs. Many adult care facilities already use the Nintendo Wii for fitness and memory programs
- **Services Without Walls: Mobile Library Services**—securing grants for bookmobiles and choosing appropriate bookmobiles for your library.

Ms. Kraus also attended two programs about children's and teen services which were also helpful to her in her programs:

- **Where Can You Go with Every Child Ready to Read**
- **Things That Go Bump in the Stacks: Reader's Advisory for Paranormal Literature**—this workshop was for all librarians who do reader's advisory or collection development.

Ms. Kraus said she spent several hours in the vendor exhibits and gathered information on various assistive listening devices and other information on services for older adults.

Ms. Kraus gave the following report on the Senior Outreach program:

Since May I have been working half time in outreach and half time in the children's department due to staff shortage. As a result, I have not been able to work on some of the outreach goals that were set, mainly service to homebound individuals. I was able to continue delivery to senior resident facilities, and outreach has continued to grow and circulation has gone up steadily.

- We added The Villas at Twin Cedars Apartments to the senior outreach delivery schedule. The program is getting a lot of word-of-mouth publicity in the older adult community. We are now visiting 13 resident facilities.
- Circulation continues to rise. July 2009 rates went up 500% from July 2008. It went up 30 percent from June 2009 to July 2009. Positive comments or appreciation for the books and movies are received during each center visit.
- Goals for senior outreach for the rest of the year (depending on Children's department schedule):
  - A. Add Brian Center Viewmont, Wynnshire Ridge, and West Hickory Senior Center to the delivery schedule this fall.
  - B. Contact DSS, Council on Aging, and other resources to begin building a database of homebound individuals needing library services. Meet with local churches' senior ministries to distribute information about library services to older adults.
  - C. Recruit volunteers to begin delivery of library materials to homebound persons.
  - D. Research and write grant proposals for senior programming.
  - E. Partner with local organizations to provide senior programming.
  - F. Continue to pursue ways to serve other underserved populations in the community.

Mrs. Sizemore complimented Ms. Kraus on doing a great job with the senior outreach program.

- G. Amanda Bird, Reference Librarian—Ms. Bird also expressed appreciation for the opportunity to attend the ALA conference. She presented the following report on the sessions she attended at the conference:

**LITA (Library and Information Technology Association)**

**Top Technology Trends:**

- Laptop computers are passé. More people have cell phones now than ever had computers. We are using media 6 – 8 hours per day. Mobile devices (cell phones, iPhones, BlackBerrys) will provide all of our media needs.
- The future of journalism...newspapers are dying out. Content will only be available online. Mass market book publishing is decreasing.
- Social networking sites such as Twitter are influencing crowds. Example: Iran election.
- Server rooms will go away. Online storage services like Amazon S3 (the cloud) will hold our online information.
- More IT staff will move into Public services since there will not be a server room.
- Customer Service is the old term. The new term is experience design. Experience Design (XD) is the practice of designing products, processes, services, events, and environments with a focus placed on the quality of the user experience and culturally relevant solutions, with less emphasis placed on increasing and improving functionality of the design.

**What can we do?**

- The Library must provide many areas with plug-ins for laptops, mobile units, and iPhones.
- Text our patrons?
- Make an iPhone app with the library catalog.

- Explore free text (High Wire Press), digital humanities, Google Books.
- Digitize records.
- Strategic reshifting of staff.

**Business Reference and Services Section of RUSA (Reference and User Services Association)**

**Libraries and Local Economic Development**

- Unemployment will continue to rise.
- The US economy will continue to struggle throughout the rest of the year.
- The US in the world economy is shrinking. South Korea, China, and the United Kingdom are rising.

**What can we do?**

- Market our study rooms and meeting rooms. Community members can use them for project, interviews, etc.
- Add faxing services.
- Ask local JobLink Center to give a presentation at the library.
- Schedule a job fair at the library.
- Attend local business seminars, business expos, farmers' markets, community festivals.
- Set up a table in the library lobby with a librarian.
- Programming! Small business development center (possibly located at CVCC) can present a program at the library.

**Tech Support is Reference (Salem-Lyons Public Library)**

- Librarians must be able to provide technology assistance to patrons.
- Libraries ARE computer support centers.
- Integrate departments for shared training/collaborate with IT staff
- Define tech competencies for each position.
- Train reference staff to support technology.
- <http://www.webjunctino.org/competencies>.

IV. Friends of the Library reports

- A. Ridgeview Branch Library—Ms. Wright reported on the monthly meeting of the Ridgeview Friends held on August 3. Attendance was good and the meeting was fun with a demonstration on making gift bags. Business involved planning the closing event for the Summer Reading Program. Plans for the year and fundraising were also discussed.
- B. Patrick Beaver Memorial Library—Mrs. Sizemore gave the report for Mrs. Crane who could not be present:
  - June Fourth Saturday of the Month Book Sale total \$1,081.05. The totals for these sales January through June was \$8,209 which is \$1,413 more than the October book sale in 2008. A check for \$1,231 was sent to the Ridgeview Friends for their share of Saturday book sale receipts.
  - Internet Book sales were \$166.87.
  - Gift bags continue to sell well. We took in \$145. Paula Finegan gave two demonstrations on how to make the gift bags at the Friends of the Hickory Public Library and Ridgeview Friends meetings.
  - At the annual meeting the first Friends of Hickory Public Library Benefactor of the Library Award was given to the Hickory Rotary Club.
  - The first issue of the newsletter was produced. The second issue will be delivered in September. Suggestion on topics should be sent to Alice Spuller.
  - New Directors of the Hickory Friends are Kathy Bowen, Heidi Schulz and Karen Vollinger.
  - Officers are President Mary Ann Crane, Vice President Linda Monroe, Treasurer Bill Oelkers, and Secretary Kathy Bowen.

- We again supported the Summer Reading program with \$2, 804. 96 (includes books \$1,793.37 and prizes \$1,011.59).
- Due to other needs by the library, the mural project for the Patrick Beaver meeting room has been cancelled.
- We are supporting the genealogy digitizing project at an estimated cost of \$4,800.
- We will purchase a ceiling mounted projector for the meeting room.
- Monday Morning Muffins will resume on October 5.
- Please encourage people to donate books for the October Book Sale, October 8 – 11. Volunteers are needed (a signup sheet for volunteers was passed around).
- A joint meeting and picnic of the Ridgeview and Patrick Beaver Friends will be held on August 31.
- We are considering a Story Telling Day to be held at the library this fall.

#### V. Director's Report

- A. Children's Librarian Hannah Owen is retiring at the end of August. She has done an incredible job. This library's children's department has a great reputation statewide.
- B. The Catawba County Library applied for and received a \$20,000 planning grant to digitize genealogy for both the County and City library systems. A consultant will come in September to recommend what should be digitized. Much of what we have in the genealogy department will eventually deteriorate. After the planning process is complete, another grant request will be written to hire someone to do the digitization.
- C. Mrs. Sizemore pointed out a flyer on author Joan Medlicott's visit to the library on September 1 at 7:00 p.m. She encouraged Board members to attend. Mrs. Ivester volunteered to help with refreshments.

#### VI. Old business

- A. Self-check update—two units are up and running, one in the rotunda and one in the children's department. Three Library Board members—Judy Ivester, Chris Peterson, and Kathy Ivey—have been trained. The system is working well. The trained Board members will be asked to help when the library starts opening on Sundays again in September.
- B. 2009-2010 budget update—The budget did not change. The materials budget stayed the same, but city travel is still under review. One library position is still frozen, but a part-time circulation position has been filled. A long time staff person has moved back and will take that position. The library will start paying for the off-duty police officer two nights a week. The Police Department has paid for it up until this time. Staff has noticed an increase in panhandling around the library and board members were asked to let staff know if they're approached by a panhandler.
- C. Board subcommittees—Mrs. Ivester announced that the staff coordinators for the three subcommittees are as follows: Value Added Services—Mary Sizemore; Volunteerism—Jan Knotts; and Senior Outreach: Tamara Kraus Outreach. The Value Added Services subcommittee met today. The first one, "summer pleasures" will be done next week. They discussed having about a dozen "shelf talkers" on the most popular books. It will also be done on several genres.

- D. Statistics and Sunday closing this summer—Mrs. Sizemore reviewed Library statistics for July highlighting that July's total circulation was up 3.87%, the door count was up 6.12%, and total reference questions was up 26.49% in spite of the fact that the library was closed on Sundays and for a long holiday. Since Ms. Kraus has been on board with the senior outreach program, outreach is up 508%.

VII. New business

- A. Board vacancy—There is one board opening for an at-large member. Current members were asked for suggestions. Dr. Brooks has asked Dr. Hamp Lefler who is thinking about it. Mrs. Ivester mentioned asking John Williams. Mrs. Meisner suggested approaching some younger people. She knows a retired teacher who may be interested. It was decided to wait to hear from Hamp Lefler before asking anyone else.
- B. Collection Development Policy—Mrs. Sizemore sent the policy to members via email. Members were requested to study the policy and be prepared to discuss it at the next meeting.
- C. Meeting time—The meeting time was previously changed from 4:00 p.m. to 4:15 p.m. to accommodate Ms. Helton who was a teacher. She is no longer a member. After discussion, Ms. Dula moved, seconded by Mrs. Meisner to change the regular meeting time to 4:00 p.m. The motion carried unanimously.
- D. Mrs. Ivester said the next meeting was scheduled for October 8 at which time it was proposed to have a speaker on how public libraries adjust/adapt during times of economic stress. Because that is the same day as the NC Library Association meeting in Greenville, Mrs. Sizemore may not be here. It was the consensus to reschedule the speaker for November. It will be determined later whether or not to have an October meeting.
- E. Suzie Jeffers memorial—Mrs. Ivester stated that when former Library Board member Jeannie Sullivan died, the Board gave a book to the Library in her memory. Mrs. Ivester asked Mr. Jeffers what would be appropriate as a memorial for Suzie Jeffers. Mr. Jeffers stated that something related to Shakespeare would be most appropriate as a memorial. Contributions should be made to Mrs. Sizemore.

The meeting adjourned at 5:20 p.m.



Patty Williams, MMC  
Minutes Clerk